



**Fray V. Natale**  
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**Via E-Mail**

June 28, 1996

To: Don Fitzgerald

Subject: Doral Across America Promotion

Don,

Per your request, the following information is pertinent to the Buffalo Region:

- 4730 package locations had a Doral Display that incorporated the Doral Across America continuity offer/advertising.
- 62% of total pack CIV was penetrated in the Region.
- 78.7% of total pack CIV in locations selling greater than 74 cartons per week was penetrated.

Sincerely,

**Fray**

Fray V. Natale

FVN:lkb

cc: Roger C. Farmer

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